CANADIAN MOVING PICTURE
DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-FIRST YEAR OF PUBLICATION 1915-1956

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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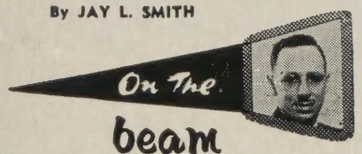
Toronto Cttee. For Audience Plan

By JAY L. SMITH



The Public Relations Committee of the Motion Picture Industry Council is currently putting into effect a scheme which could very easily provide the shot-in-the-arm desperately needed by all our theatres in Canada.

It has always been a great source of puzzlement to me, personally, why this great Industry of ours, not only in Canada, but in the U.S. as well, has invariably "missed the boat consistently in the field of Public Relations.

Probably no Industry has done as much locally, and nationally, for the common weal, and received less credit. Even the Motion Picture War Services Committee, which functioned so efficiently during World War II, giving millions and millions of dollars worth of free services to our country's War Effort, got less recognition for its efforts, than other Industries which did much less.

We have always had the knack of ballyhooing, and boosting and publicizing individual pictures, with exceptional results in most cases, and we have always been able to get behind any cause or appeal, and see it through to a successful conclusion, but when it comes to "tooting our own horn", and publicizing ourselves AS AN INDUSTRY, nine times out of ten we have failed miserably.

A crying need of our Industry for many, many years, has been a top-flight Public Relations Council and Counsel, and it looks as if the Public Relations Committee of the Motion Picture Industry Council may, at long last, be the start, at least, to fulfilling that need.

At the meeting last week, chair-

(Continued on Page 6)

Margolius-Hardiman Co-chairmen Chaplin Welcomes Quick Response

Toronto: Charles S. Chaplin, chairman of the Motion Picture Industry Council's Public Relations Committee welcomed the quick response to his Audience Participation Plan. In Toronto, Mort Morgolius, Famous and Jim Hardiman, Odeon were named as co-chairman and have already had their first planning meeting with representatives from all the Toronto circuits as well as many of the independents.

Lionel Lester, president of the MPTA of Ontario after consultation with members of his executive stated, "we will encourage any

(See TORONTO CTTEE Page 14)

Republic Bonus Drive Runs Year-Round

Toronto: Frank Vaughan, general manager, J. Arthur Rank Film Distributors and Walter Manley, Republic's representative in Canada jointly announced the start of a year round Republic Bonus

(See BONUS DRIVE Page 14)

TAX REDUCTION

THE BRITISH COLUMBIA GOVERNMENT IN THE SPEECH FROM THE THRONE INDICATED A REDUCTION IN THE AMUSEMENT TAX, RUMORS REPORT THE REDUCTION WILL BE FROM 15% TO 10% WHEN THE BUDGET IS BROUGHT IN.

20th-Fox Setting Pace For 1956 Plans Thirty-Four Features

Toronto: Twentieth Century-Fox is seeking to set the pace for major studios in 1956 by scheduling a program of 34 pictures, the largest number the company has undertaken to make during a 12-month period in almost ten years. The closest approach was made in the 1952-53 season, when it distributed 28 features.

Plans for the production in-

(See 20th-FOX Page 6)

Bingo Curbs Soon Exhibitors Hope

Toronto: Bingo is continuing to make headlines across the country with Vancouver papers featuring headlines of "Giant Bingo Games Set" and most dailies carrying a story from Edmonton headed "$12,000 House Winner Faces Cheating Charges".

The Vancouver story stated, Monster bingo games—with prize lists up to $10,000—are planned by Kinsmen clubs in New Westminster and North Vancouver.

In New Westminster, a Kins-

(See BINGO Page 13)

Sahara Theatre-Diner Opens In Edmonton

Edmonton: A new entertainment spot in Edmonton, Alta., is the Sahara Theatre-Restaurant, built at a cost of $250,000 by Windsor Theatres, Ltd., of Edmonton. The 800-seat theatre is managed by

(See SAHARA Page 3)

CinemaScope 55 At Imperial, Toronto

Toronto: A striking advance in the art of the motion picture will be unveiled here February 1st at the Imperial Theatre when Twentieth Century-Fox will show for the first time its revolutionary new

(See 'SCOPE 55 Page 13)

RKO SUPPLEMENT

—Page 7—

Herbert J. Yates Wires Message To Canadian Theatre Owners

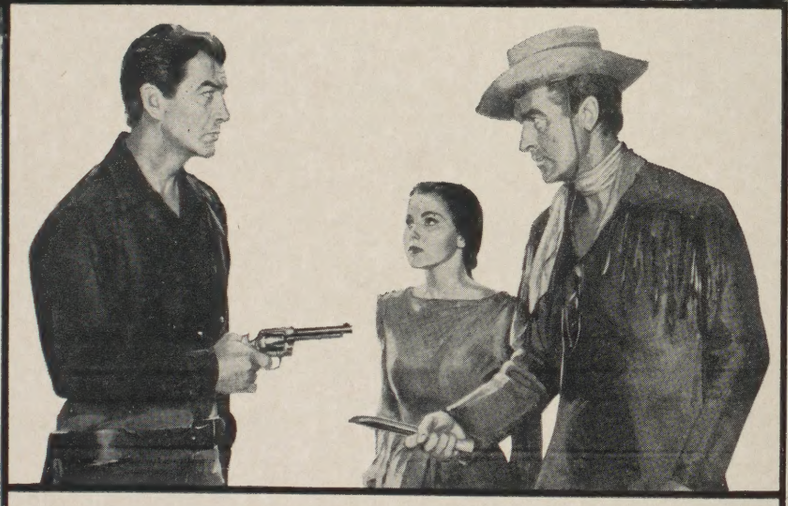
"Republic Pictures for the new year 1956 has inaugurated the greatest production year in its 20-year history. From January 1st to July 1st Republic has appropriated $15,000,000 for the production of De Luxe Pictures for motion picture theatres. Republic will also sepnd $1,500,000 in cooperative advertising with exhibitors in both large and small towns. Republic will feature its new anamorphic system "Naturama" and all De Luxe pictures will be photographed in "Trucolor" . . . With the quality of pictures the industry is making there is no doubt in my mind that there will be a great boxoffice resurgence in 1956, and with these great pictures coming up there can be no question that motion pictures are still the public's cheapest and best form of entertainment. Warm regards — Herbert J. Yates."

SEE PAGE 12 FOR MANUAL ON AUDIENCE PROMOTION PLAN

STAMPEDE OF 1000 WILD BUFFALO!

NEVER SUCH SCENES! WILL LIFT THE FOLKS OUT OF THEIR SEATS!
IT'S GREAT! M-G-M's "THE LAST HUNT" FILMED IN DAKOTA BAD LANDS!

When this thundering herd comes stampeding at your audience and your theatre trembles with the terror of frantic, pounding hoofs; when Robert Taylor, as the kill-crazy hunter, and Stewart Granger, who foresees the extermination of the buffalo, come to grips over a beautiful Indian girl; when the thrills of "THE LAST HUNT" and the majesty of its backgrounds in CinemaScope and Color unfold on your screen, you'll know you have one of the BIGGEST attractions of 1956!



M-G-M presents in CINEMASCOPE

"THE LAST HUNT"

Starring

ROBERT TAYLOR
STEWART GRANGER
LLOYD NOLAN • DEBRA PAGET • RUSS TAMBLYN

Screen Play by RICHARD BROOKS
Based On the Novel by MILTON LOTT • Photographed in EASTMAN COLOR
Directed by RICHARD BROOKS • Produced by DORE SCHARY

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

M-G-M WEEK—FEB. 5-11 • *"An M-G-M Picture On Every Screen of the World"*

SAHARA

(Continued from Page 1)

Emanual Pyrcz, who has owned the Gaiety Theatre in Leduc for the last six years and also operates a theatre in Wetaskiwin.

The theatre auditorium is impressively decorated in a coral and sea green color pattern. It is centred by a 16 by 36-foot Cinema-Scope screen framed by large coral draps which cover the entire front of the auditorium.

The custom-made seats have spring-filled backs and are staggered for better visibility.

Twinkling little lights on the ceiling give a theatre-under-the stars impression.

Egyptian scrolls and a Lotus design decorate the walls and carry out the unusual desert mood.

In the foyer, large artificial palm trees extend almost to the top of the two-storey high ceiling. A leopard skin is mounted on one wall. Large murals depicting desert scenes are featured in the theatre lobby and restaurant, while the floors are covered with a specially woven rug with Egyptian and desert designs.

The theatre is equipped with a party room and the management offers a light lunch service for children's parties, club parties and other groups.

A marquee protrudes above the entrance of the theatre, and above that is a large window, framing the tops of the two giant palm trees inside the main entrance. The entire building is finished in multi-colored paint. An eye-catching neon-lit tower extends 65 feet above the building.

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Across the Country

Toronto

The Lady Barkers of Toronto Variety Tent No. 28 arranged the clubs first social event of 1956 in the form of a Monte Carlo Night Friday evening Jan. 20, at the clubrooms, the layout proving to be a miniature Las Vegas or, you might say, a casino of Monaco in recognition of Prince Rainier whose bride-to-be is Hollywood actress Grace Kelly.

• • •

Manager George Davie of the Famous Players' Palace Theatre in the Toronto East End got right behind the fund drive for the Toronto East General Hospital by staging a benefit entertainment at the theatre on Sunday, Jan. 22, with a number of well-known artists contributing their services.

• • •

Manager Joe Lesave of the Capitol Theatre, Windsor, offered a "Bargain Day" Jan. 16 when he introduced the new picture, "View from Pompey's Head', in advance showing all day in combination with "Good Morning Miss Dove" which was having the last day of its run.

• • •

The touring stage show, the Hot From Harlem Revue, now doing the Odeon circuit in Ontario, filled a two-day engagement Jan. 23-24 at the Kingston Odeon following earlier appearances at St. Catharines.

Vancouver

Walter Mead owner of the Paramount Drive-in at Burnaby is holidaying in Honolulu with his wife and daughter. Ditto Frank Soltice and family on vacation in the glamor city Hollywood.

• • •

A first label was given the Cascades owner for operating over a full year without closing. The outdoor theatre is just over the Vancouver city limits and is operated by the Steele family. Business is reported fair.

Winnipeg

Western Theatres Ltd., Winnipeg, commence with a new policy on March 15th. They are booking two top pictures simultaneously in four theatres, and hope to continue this policy at least twice a month. The same policy will also apply to their other houses on a day and date basis to follow the original four.

• • •

Workmen have been operating on an around the clock schedule at the Paris Theatre in St. Boniface. Fire destroyed the Provencher Block, next door to the Paris on Sunday, Jan. 15th. Severe smoke and seepage damage forced closing of the theatre for three days.

• • •

The Annual Movie Bonspiel will be held on Monday, March 5th, at the Maple Leaf Curling Club. Visitors to Film Row included Nick Magnoski, Russell, Man.; Clayton Bailey, Dryden, Ont.; Arnold Bercovich, Broadway, Regina.

Maritimes

Mr. F. Gordon Spencer presented two cheques at the beginning of the 1956 term that have been donated annually by the F. G. Spencer Company Limited for many years to the leaders in French and History classes at the Saint John High School.

• • •

Millions of dollars' damage resulted in last week's storm in the Maritime Provinces—many theatres lost at least one day's showing—shipment of films, etc. were delayed because of washouts. One million dollars damage was reported in the small town of Shediac, New Brunswick—rather ironically the local theatre was playing "It's Always Fair Weather."

Diana Dors, JARO Makes Hit In Canada

Blind River: Twenty-five men working on an isolated site at Blind River, Ontario, wanted glamorous Diana Dors for Christmas. The workers employed by the Goodrich Rubber Company are installing rubber linings in tanks connected with the atomic research project. When asked by the management what they would like for Christmas entertainment, they answered with one voice — Diana Dors!

The beautiful British film star has sent a personally autographed photograph to each man. It is obvious from this that although the location is Blind River . . . there is nothing wrong with the eyesight of the men that were forced to spend Christmas there.

Princess Margaret At "Troy" Premiere

Toronto: Princess Margaret will honor the London premiere of Warner Bros.' fabulous Cinema-Scope and WarnerColor epic, "Helen of Troy," when she heads a distinguished list of notables who will be present at the gala opening at London's Warner Theatre on the evening of January 26th.

The Princess will also view the young ladies who are competing for the honor of being the British "Helen of Troy" at the opening; and will examine the fashion designs and hair styles created for the winning beauty by England's leading dress designers, hairdressers, and jewellers. It is expected that the British "Helen" will be introduced formally to Her Royal Highness at the premiere.

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SOON THE WHOLE WIDE WORL

THE FABULOUS FILMING
OF THE AGE OF TITANS,
FROM THE 'ILIAD' OF HOMER

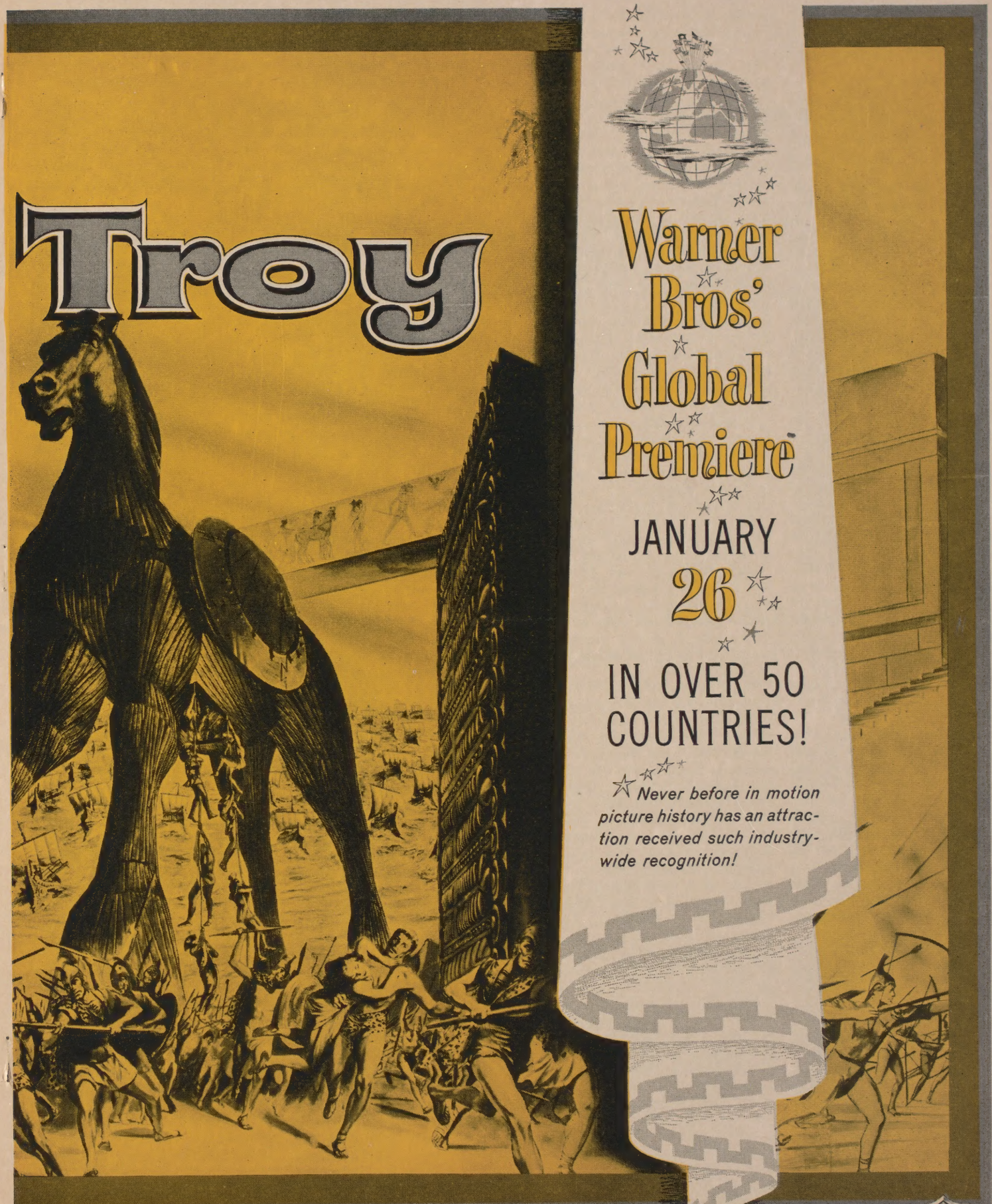
Helen of

THREE YEARS AND
SIX MILLION DOLLARS
TO PRODUCE!
ALL THE TUMULTUOUS
WONDERS AND
TREMENDOUS DRAMA
IN THE STORY
OF HISTORY'S
MOST FAMOUS
RUNAWAY LOVERS!

CINEMASCOPE
WARNERCOLOR

STARRING
ROSSANA PODESTA AS HELEN
JACK SERNAS AS PARIS · ALSO SIR

D WILL KNOW ITS GREATNESS!



Warner Bros.' Global Premiere

JANUARY 26

IN OVER 50 COUNTRIES!

Never before in motion picture history has an attraction received such industry-wide recognition!

STARRING CEDRIC HARDWICKE · STANLEY BAKER · NIALL MacGINNIS · ROBERT DOUGLAS · NORA SWINBURNE · TORIN THATCHER · SCREEN PLAY BY JOHN TWIST AND HUGH GRAY · DIRECTED BY ROBERT WISE · MUSIC BY MAX STEINER

On the Beam

(Continued from Page 1)

ed by Charles S. Chaplin, the Committee endorsed a proposed Audience Participation Plan, which will tie-in with the forthcoming Academy Awards. Following in the wake of the successful COMPO Audience Awards Poll held in theatres throughout the U.S., the Canadian scheme will allow the public to vote in the top six categories of the Academy Awards. Prizes, promoted by the local theatre managers from local merchants will be awarded in each participating town, to the theatre patrons who in their voting, come closest to the actual list of Oscar winners.

Beauty of the scheme, from the standpoint of the exhibitors, is that unlike so many other publicity schemes initiated in the Industry in the past, the cost will be a minimum to the theatres, comprising only the cost of a special trailer, the actual printing cost of the ballots, and the cost of special lobby display signs PLUS of course, the amount of work each theatre manager or owner is willing to put into the scheme, to help put it over. However, there are very few theatre owners, and certainly the circuits hope, very few theatre managers, that are unwilling to put out that extra effort to stimulate theatre attendance generally, and to get people back into the theatre-going habit.

Manuals for the Audience Participation Plan (reprinted in this issue) are in work right now, and will be mailed out to all provincial theatre associations for dispersement just as soon as possible. When you get your manual, read it over carefully, and then roll up your sleeves to participate in what may well prove to be the most progressive Public Relations step our Industry has taken in Canada, in the past ten years.

20th-FOX

(Continued from Page 1)

crease, which, it was said, will represent an investment "in excess of $70,000,000," were mapped at recent meetings in New York by Spyros P. Skouras, president, and will be discussed at a special Canadian sales meeting, January 29-31, called by Fox's Canadian gen.-mgr. Peter Myers. All branch managers, salesmen and bookers will be in attendance. Guests of honor at the sessions will be Bill Gehring, asst. gen.-sales mgr; Arthur Silverstone, sales mgr. and Rodney Bush.

The Fox program is the most ambitious projected for the year by any of the big companies and, if it can be carried out successfully, might well cause other studios to gear again for mass production.

Included in the list of major properties, representing one of the most ambitious undertakings by a single company in the history of the motion picture industry, are two of Rodgers and Hammerstein's most successful musical presentations, nine Broadway stage hits and 14 of the nation's best-selling novels. All pictures will be produced in 35 mm. or the new 55 mm. CinemaScope.

The two productions launching the new CinemaScope 55 mm. process are Rodgers and Hammerstein's "Carousel," already completed, and "The King and I," currently in production.

"Carousel" will be released at Easter at advanced admission prices through Famous Players key houses. "The King and I" will be ready for release in certain theatres as early as September, 1956.

Mr. Zanuck currently is working on the best-selling novel "The Man in the Gray Flannel Suit" by Sloan Wilson, screenplay and direction by Nunnally Johnson, and starring Gregory Peck, Jennifer Jones and Fredric March. Also on Zanuck's slate is another best-seller. the new novel "Island in the Sun" by Alec Waugh.

Producer Buddy Adler will start 1956 off with his production of "The Lieutenant Wore Skirts," starring Tom Ewell and Sheree North. This is the company's first release in January. He will follow this with the already completed "The Bottom of the Bottle" starring Van Johnson, Joseph Cotten, Ruth Roman and Jack Carson; also a January release. Now in production in Hawaii is Adler's "The Revolt of Mamie Stover," starring Jane Russell and Richard Eagan with Joan Leslie and Agnes Moorhead, to be released in April. In the coming months Adler will produce such Broadway stage hits as: "Bus Stop," the Broadway comedy by William Inge, with Josh Logan directing; "A Hatful of Rain," stage play by Michael Gazzo; and "Anastasia," a stage play by Marcelle Maurette (English adaptation by Guy Bolton), Anatole Litvak, director, starring Ingrid Bergman.

Two novels on Adler's slate are "The Day the Century Ended" starring Robert Wagner, Cameron Mitchell; and "Solo." Also on the schedule is "Heaven Knows, Mr. Allison," a novel by Charles Shaw, a Buddy Adler - Eugene Frenke production starring Deborah Kerr.

Other producers and their assignments:

Samuel G. Engel: Stage hits—"Bernardine," "A Roomful of Roses," "Boy on a Dolphin," director, Jean Negulesco.

Nunnally Johnson: "Do Re Mi," "Oh Men, Oh Women," Broadway play by Edward Chodorov.

Charles Brackett: "The Sixth of June," starring Robert Taylor, Richard Todd, Dana Wynter and Edmund O'Brien; "The Desk Set," a Broadway stage hit; "The Wayward Bus," a novel by John Steinbeck.

Henry Ephron: "23 Paces to Baker Street," starring Van Johnson, Vera Miles, Cecil Parker, now in production in England and slated for April release; Cole Porter's "Can Can," Broadway musical written by Cole Porter and Abe Burrows.

Vaughan Announces 2 A Month From Republic Pictures In '56

Toronto: A twelve to $15,000,000 expenditure for film production and preparation by Republic Studios in the first six months of 1956 was announced here by JARO General Manager Frank Vaughan, distributors in Canada of Republic product. In announcing the figure, which is approximately double the expenditure earmarked for production in former years, Vaughan stated that Republic would release about 2 pictures a month.

Vaughan pointed out that Republic Studios' production and releasing program for 1956 will be the greatest in the 20 year history of the company with approximately ten top budget features completed and ready for distribution and nearly 50 story properties in various stages of preparation.

In outlining new product completed and ready for distribution Vaughan placed particular emphasis on the following features:

"Come Next Spring," starring Ann Sheridan, Steve Cochran and Walter Brennan. Filmed in Trucolor, this film has already been selected as a picture of the month by Parent's Magazine and has received many accolades from the national magazines.

Zane Grey's famous novel, "The Maverick Queen," will be the first Republic picture to utilize the company's new anamorphic lens trademarked Naturama.

"The Maverick Queen" stars Barbara Stanwyck, Barry Sullivan, Scott Brady and Mary Murphy. It was filmed in Trucolor.

Adding to the strong releasing lineup are such pictures as the William Dieterle production, "Magic Fire," produced in Munich and Rome in Trucolor with a cast of thousands headed by Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortese and Alan Badel and dealing with the life and loves of immortal composer Richard Wagner; "Flame of the Islands," a romantic adventure drama filmed in Trucolor in the colorful Bahamas and starring Yvonne De Carlo, Howard Duff and Zachary Scott.

Complementing the current release roster are topical subjects right from the newspaper headlines such as "When Gangland Strikes" and "And Suddenly You Run." Other outstanding attractions on the upcoming release chart are "Circus Girl," a colorful epic of the big top, "Zanzabuku," an adventure story of the dark continent, "Trilogy" and "Stranger At My Door."

Vaughan pointed out that the above lineup was only a forerunner of important product coming from Republic for theatrical exhibition during 1956. Cameras are currently turning on one of the company's most important films for the new season. This is "Lisbon," being filmed in Portugal and utilizing wide screen Naturama and Trucolor. Cast toppers are Ray Milland, Maureen O'Hara, Claude Rains, Yvonne Furneaux, a new British sensation, and Francis Lederer. Milland is also producing and directing.

Now being completed is "Dakota Incident," which stars Linda Darnell, Dale Robertson, John Lund and Ward Bond. This picture is also being filmed in Trucolor.

This month of January ushers in one of Republic's heaviest schedules with the launching of production on "Acapulco," to be filmed in Mexico in Trucolor; "Annie Jordan," from the widely read novel by Mary Brinker Post, to be filmed in Naturama and Trucolor, and the Mickey Rooney picture, "Hinky Dinky Parlez Vous" in which he appears with Wally Cox (Mr. Peepers of TV) and Jerry Colonna.

In highly competitive bidding against practically every film company Republic secured the screen rights to the best-selling John D. Fitzgerald novel, "Papa Married A Mormon." This property will be filmed in Trucolor and Naturama with a top star cast.

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RKO Plans Good News For Exhibs.

RKO's Thomas O'Neil High On Future Of Film Business

New York: With the merger between General Teleradio, Inc., and RKO Radio Pictures, Inc., having been approved by the U.S.A. Federal Communications Commission and the organization to be known hereafter as RKO Teleradio Pictures, Inc., president Thomas O'Neil and president of the subsidiary, RKO Radio Pictures, Daniel O'Shea announced at a press conference last week:

(1) RKO will make a total of 17 pictures in 1956 at a total production cost of 19 millions, which will include some independently-made films.

(2) RKO will release approximately 20 films during the year at the rate of about one-and-a-half per month.

(3) Several co-production deals are in the works, one abroad and one domestically.

(4) RKO is in business both to produce and distribute films theatrically and, in addition, films will be made at the studio for television consumption.

(5) Both executives are very high on the future of the motion picture business.

(6) There has been no evidence of exhibitor hostility to the recent sale of some 740 films made prior to 1948 for use on TV domestically.

(7) There will not be any competition between RKO pictures on TV and RKO pictures in theatres. O'Neil opined that the films sold were old releases, that they would be competing with theatre releases in color, in wide-screen processes, and that those on TV would replace other programs which possibly might be bigger and better as far as audience draw was concerned.

Ben Bernie Story From RKO Soon

Hollywood: Negotiations for the filming of the life story of Ben Bernie, one of the immortals of show business, have been completed by RKO Radio Pictures with the estate of the late violinist and band leader through his brother, Herman Bernie.

Under the tile of "The Old Maestro," by which the cigar-smoking musician-comedian was known to millions of theatre-goers, film and radio fans and nightclub patrons, the picture will be readied for early filming, it was announced by William Dozier, Vice President in Charge of Production.

Oscar Brodney, who wrote the screenplay for "The Glenn Miller Story" for Universal-International, has obtained his release from that studio in order to write the script for "The Old Maestro."

"Underdog"

Hollywood: Walter Wanger has bought the screen rights to "Underdog," a new novel by W. R. Burnett. It will be the basis for the first of six pictures he has contracted to produce for RKO.

The book, to be brought out in the fall by Alfred Knopf, is about a neurotic ex-soldier who becomes involuntarily involved in a melodramatic crime.

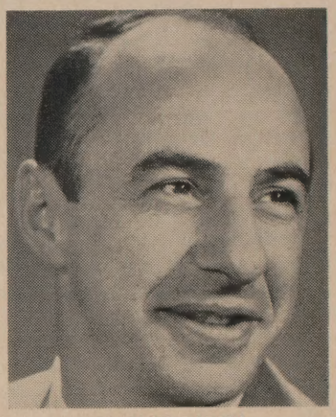
Mr. Burnett has agreed to write the screen play.

Sam Fuller Signed

Hollywood: RKO concluded negotiations with Samuel Fuller for the versatile and talented film maker to write, direct and produce four motion pictures.

Globe Enterprises, Inc., Fuller's independent motion picture organization, completed the negotiations with RKO.

Toronto: "Product, not promises, is the essence of the statements made in this issue by the heads of RKO. These statements are a source of great satisfaction to all the members of RKO Distributing Corporation of Canada, and should be even better news to Canadian exhibitors, large and small, the circuits and independents. We are all aware of the conditions which have existed in our industry in recent times, and we should be equally aware of the circumstances which have caused these conditions.



By JACK LABOW

"The bugaboo of TV is not the answer, as is evidenced by the fact that good pictures not only gross as much as in previous years, but in most instances roll up greater grosses than ever dreamed off. It

(*See LABOW Page 8*)

RKO In Full Swing-Spending $22,500,000 On 11 Features

Hollywood: Daniel T. O'Shea, president of RKO Radio Pictures, returned to Hollywood January 16th and disclosed that he has allocated $22,500,000 as the over-all budget for the first 11 pictures which will be produced by the RKO Studio during the first six months of 1956.

O'Shea announced that a second group of top quality motion pictures with a budget comparable to the 11 already announced will be made by the new RKO management in the future. Additionally, the RKO president stated that the consummation of agreements with two top independent producers will be made shortly.

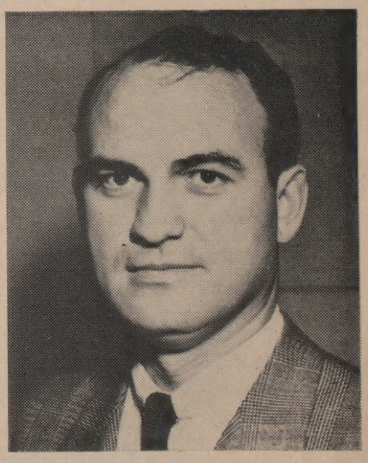
The 11 RKO productions, budgeted at $22,5000,000, include:

"The First Traveling Saleslady," starring Ginger Rogers, to be produced and directed by Arthur Lubin.

"Back From Eternity," starring Robert Ryan and Keith Andes with an all-star cast, produced and di-

(*See FULL SWING Page 8*)

DANIEL O'SHEA



THOMAS O'NEIL

FULL SWING

(Continued from Page 1)

rected by John Farrow.

"Tension at Table Rock," a major western-type production, to be produced by Sam Wiesenthal.

"Beyond a Reasonable Doubt," starring Dana Andrews, produced by Bert Friedlob and directed by Fritz Lang.

"Stage Struck," starring Jean Simmons.

"A Bundle of Joy," co-starring Debbie Reynolds and Eddie Fisher, to be produced by Edmund Grainger.

"A Farewell to Arms," the Ernest Hemingway classic, starring Jennifer Jones, to be produced by David O. Selznick.

"Misty," to be produced by Ralph Dietrich and Martin Berkeley with an all-star cast.

"The Syndicate," produced by the King Bros., with a cast of famous players new to the screen.

"Cash McCall," the current best selling novel by Cameron Hawley; top stars are asking RKO for the right to portray the title role.

"Is This Our Son?", from the prize-winning story by Robert Dozier.

It is the intent of the company, according to O'Shea, to maintain a steady production flow at the RKO Studio throughout the year,

An indication of the forthcoming production intent is the fact that while one picture, "The First Traveling Saleslady," will begin filming in January, three films are scheduled for February — "Back From Eternity," "Beyond a Reasonable Doubt" and "Tension at Table Rock;" two in March — "Stage Struck" and "A Bundle of Joy"; one in April — "The Syndicate"; one in May — "Cash McCall," and three in June — David O. Selznick's "A Farewell to Arms," "Misty" and "Is This Our Son?"

RKO Studio Signs Contract Player

Hollywood: Venetia Stevenson, blonde, blue-eyed and 17, became the first contract player to be signed by the new RKO Radio Studio.

Daughter of Director Robert Stevenson and actress Anna Lee, Venetia was signed almost on sight by William Dozier, Vice President in Charge of Production at RKO.

The statuesque young lady will be screen tested next week for a leading role in "Back from Eternity," which John Farrow will produce and direct for RKO. Already cast in "Back from Eternity" are Robert Ryan and Keith Andes.

LABOW

(Continued from Page 1)

is therefore apparent that what we have been suffering from is a scarcity of top pictures.

"The new RKO has made plans to fill this gap; to ensure a steady flow of quality product that must manifest itself in better grosses in all types of theatres.

"This great motion picture industry of ours can very simply be divided into three phases: production, distribution, and exhibition. In this issue you will read about the production plans of RKO. You will read not only about the plans, but of pictures now in production and pictures already produced. I have seen some of these pictures. I think they are the greatest that have ever come out under the RKO banner. I know that these pictures which I have seen, such as THE CONQUEROR and THE BRAVE AND THE BOLD, are only a forerunner of what we have coming. It is obvious, therefore, that as far as the production end of this company is concerned, the results will be more than adequate; will in fact surpass anything that has ever been done at RKO.

"From a distributing point of view RKO Distributing Corporation of Canada has always enjoyed an excellent relationship with exhibitors. Our sales policy has always been a realistic one, and will continue to be so. But in the distribution of motion pictures there has long been an attitude that the distributor and the exhibitor are on opposite sides of the fence. Nothing could be further from the truth. Our interests are mutual. RKO on the one hand has the duty of producing top product and distributing it in a realistic fashion. That is our duty to the exhibitors. The exhibitors, on the other hand, have the duty of making it profitable for us to produce profitable pictures for them. And if we are to be realistic in our approach to the exhibitors and the exhibitors' problems, the exhibitors must be equally realistic in their approach to the grossing potential of our pictures, and must make it possible for our quality product to earn for us in order that we can continue to produce top grossing productions. To me the keynote of exhibition is that the exhibitor, after paying his film rental, is left with an equitable profit. Under these circumstances the film rental is of no consequence.

RKO has long been known as The Showmanship Company. This is a title which we do not lightly regard, and each exhibitor may be certain that we will do more than our duty in preselling our pictures to the public. In these pre-selling campaigns we do not ask the exhibitor to bear any of the cost. We consider this a part of our duty. But again this duty engenders a duty on the part of the exhibitor. The competition for the entertainment dollar is fiercer than it ever has been. The exhibitor can no longer complacently sit back and say "RKO has done a great job of pre-selling this picture. All I have to do is put up a one sheet, show a trailer, and then run the pictures." The exhibitor must be a showman. The exhibitor must make local tieups. He must use ingenuity in order to make as great a number of people as possible in his area aware of the fact that a certain attraction is playing in his theatre at a certain time. He must help to make the public conscious again of the fact that in the motion picture theatre resides the greatest entertainment in the world, cheaper than any other form of entertainment in the area.

"The people who are now at the head of RKO have accomplished the phenomenal in reactivating a dormant organization within a short period of time. The most vital force in the industry today is RKO, as indicated by the daily stories breaking in every trade paper. The new RKO is interested in making money. We recognize that the only method by which this can be achieved is by producing pictures of a calibre which make money for the exhibitor.

"I have confidence in the future of this great industry. I have confidence in the bright future of RKO. Let us all work with this feeling of confidence and only good can result."

Eleven Top Pictures Ready From RKO, Comedy—Drama—Action

Toronto: RKO's current releases already set are in January. "Glory" in SuperScope and color, starring Margaret O'Brien; "Postmark for Danger" with Terry Moore and "Cash On Delivery" top casting Shelley Winters.

In February, "Slightly Scarlett" SuperScope and Technicolor, starring John Payne and Rhonda Fleming with Patrick Barr and Elizabeth Allan.

For March release, "The Bold and the Brave," SuperScope with Wendell Corey and Mickey Rooney and for its Easter release "The Conqueror," multi-million spectacle in CinemaScope and Technicolor, with John Wayne, Susan Hayward and an all star cast.

In April, "Great Day in the Morning," SuperScope and Technicolor with Virginia Mayo and Robert Stack; "The Way Out" starring Mona Freeman and Gene Nelson and "While The City Sleeps" with an all star cast of Rhonda Fleming, Ida Lupino, Thomas Mitchell, Sally Forest, Dana Andrews, Howard Duff, James Craig, George Sanders and Vincent Price.

For May, "The Brave One" CinemaScope and Technicolor with Michel Ray and "Barbados Quest."

Up coming production already scheduled, to be finished this year are "The First Travelling Saleslady," the production of Bert Friedlob's "Beyond A Reasonable Doubt" directed by Fritz Lang and starring Dana Andrews; "Back From Eternity" produced and directed by John Farrow, starring Robert Ryan.

Two A Month From RKO's Studio-Dozier

Hollywood: The first film to be sponsored by RKO studio's new owners, General Teleradio, Inc., is scheduled to go before the cameras the fourth week in January. It is titled "The First Traveling Saleslady" and will be directed and produced by Lubin with Ginger Rogers.

Mr. Dozier said that his aim is to gear RKO production as quickly as possible to the point where the studio can send two pictures a month to its distributing organization for release to theatres. He said the company itself would make pictures and that staff producers, writers, directors and a roster of contract performers were in the process of being assembled for this purpose. He added that RKO also would make deals with independent producers and provide them with financing as well as production and distribution facilities.

Mr. Dozier said that David O. Selznick, who has his own independent company within the RKO framework, is endeavoring to put an unannounced picture into production before he tackles Ernest Hemingway's "A Farewell to Arms." The latter is not slated to be started before early summer.

He stressed that re-establishment of the company as an important contributor to theatrical film production was the primary goal of himself,

Destined to spearhead
the parade of hits coming
from the new RKO

THE CONQUEROR

→ → → →

The new RKO will grow stronger in 1956, release after release...when these fine pictures hit the screens...each backed by an *advanced-type* of pre-selling

JANUARY 25 RELEASE

GLORY

MARGARET O'BRIEN • WALTER BRENNAN • CHARLOTTE GREENWOOD

SUPERSCOPE Print by TECHNICOLOR

FEBRUARY 8 RELEASE

POSTMARK *for* DANGER

TERRY MOORE • ROBERT BEATTY WILLIAM SYLVESTER

FEBRUARY 16 RELEASE

CASH ON DELIVERY

SHELLEY WINTERS • PEGGY CUMMINS • JOHN GREGSON

FEBRUARY 29 RELEASE

SLIGHTLY SCARLET

JOHN PAYNE • ARLENE DAHL • RHONDA FLEMING

SUPERSCOPE Print by TECHNICOLOR

FEBRUARY 23 RELEASE

The Brain Machine

PATRICK BARR • ELIZABETH ALLAN • MAXWELL REED

MARCH 30

HOWARD HUGHES presents

THE CONQUEROR

JOHN WAYNE • SUSAN HAYWARD

CINEMASCOPE® PRINT BY TECHNICOLOR

MARCH 30 RE-RELEASE

DAVID O. SELZNICK presents

Rebecca

LAURENCE OLIVIER • JOAN FONTAINE
GEORGE SANDERS • JUDITH ANDERSON

APRIL 2 RELEASE

The Bold and the Brave

SUPERSCOPE

WENDELL COREY • MICKEY ROONEY • DON TAYLOR • NICOLE MAUREY

APRIL 21 RE-RELEASE

ONE MINUTE TO ZERO

ROBERT MITCHUM
ANN BLYTH

APRIL 4 RELEASE

GREAT DAY IN THE MORNING

SUPERSCOPE
Print by TECHNICOLOR

VIRGINIA MAYO • ROBERT STACK • RUTH ROMAN

APRIL 11 RELEASE

THE WAY OUT

MONA FREEMAN
GENE NELSON

APRIL 18 RE-RELEASE

THE BIG SKY

KIRK DOUGLAS • DEWEY MARTIN
ELIZABETH THREATT • ARTHUR HUNNICUTT

APRIL 25 RELEASE

While the City Sleeps

DANA ANDREWS • RHONDA FLEMING • IDA LUPINO • GEORGE SANDERS • THOMAS MITCHELL • SALLY FORREST

and that's only the beginning...from the new

RKO

RKO RADIO

A PLAN TO STIMULATE INTEREST IN MOTION PICTURES

FROM THE

MOTION PICTURE INDUSTRY COUNCIL
PUBLIC RELATIONS COMMITTEE

CHAIRMAN, CHARLES S. CHAPLIN

The following ideas are suggested for stimulating public interest in motion pictures throughout Canada. It is hoped that exhibitors everywhere will take part in the plan. The degree of its success hinges entirely on the showmanship and enthusiasm of the managers. Theatres of every size and in every locality can participate for it demands only a small cash outlay for ballots and trailer.

The plan, briefly, is to invite the public to match their knowledge of motion pictures and film stars against the final vote that will determine the winners of Academy Awards to be announced on March 21st.

An incomplete ballot is printed on this page. The nominations, as announced by the Academy on February 18th, must be added in the proper spaces assigned to each category. Arrangements should be made to have a printer set up the form as shown here so that the ballot can be delivered without delay after the nominations are known. Nominations will be announced via TV over CBC in Canada at 9 p.m. EST on the above date, also via radio.

In towns where there are a number of theatres all should join together so that printing costs of the ballots can be reduced. Each theatre should pledge to take (x) thousand. Small town theatres could place their orders through managers in larger towns, or through Exhibitor Associations. Instructions should be given the printer to keep the form standing in case of re-runs required.

Merchandise prizes can be promoted by individual theatres. Public interest will be enlivened more if groups of theatres join in promoting major prizes. Certainly in cities where there are from two to 50 theatres nothing should prevent all from joining together to make this the biggest stimulant to arouse public interest in "movies" that has ever been attempted in Canada. Theatres should contribute a season's pass for the whole family to the prize list. Prizes should be displayed in theatre lobbies and merchants tie in with window displays.

Ballots for voting should be distributed by theatres and by merchants donating prizes only. **Ballot must be made available to anyone without requiring them to purchase admission to the theatre.** They must, therefore, be made available in the lobby to comply with all law requirements.

In case of ties a drawing for winners of first, second, third, etc. prizes must be held in the lobby of a theatre and NOT FROM A STAGE. If a group of managers cannot agree upon a theatre for the drawing then it must be held in a place approved by local regulations.

Every effort should be made to get newspapers to sponsor the contest because of the vast public interest in the Academy Awards. If their support can be obtained the official ballot should be published in the newspaper with the names of theatres and merchants where they can be obtained. Newspapers may also desire to publish the vote standing at intervals during the contest. The votes as recorded should be made available to the paper if desired.

The following trailer can be ordered from Associated Screen News, 2000 Northcliffe Blvd., Montreal 28, which supports this plan by supplying the trailer at actual cost of $6.00 each.

Frame 1

DO YOU KNOW
WHO WILL WIN THE
ACADEMY AWARDS?

Frame 2

For (1) Best Picture of 1955
(2) Best Actor
(3) Best Actress
(4) Best Supporting Actor
(5) Best Supporting Actress
(6) Best Director
(7) Best British or Foreign Picture

Frame 3

HERE'S YOUR CHANCE TO
MATCH YOUR SELECTIONS
AGAINST THE EXPERTS

Frame 4

OBTAIN A BALLOT LISTING
THE NOMINATIONS FOR
AWARDS
IN THE LOBBY OF THIS
THEATRE AND CAST YOUR
BALLOT NOW!

Frame 5

WINNERS PROCLAIMED
AFTER ACADEMY AWARDS
ARE ANNOUNCED ON
MARCH 21st
VOTE TODAY AND VOTE AS
OFTEN AS YOU LIKE!
BALLOTS ACCEPTED UP TO
MIDNIGHT, TUES., MAR. 20th

Trailers have been put into production and they should be ordered in quantity lots where possible. Obviously the trailer cannot be used on the screen until the ballots are printed but orders should be placed now.

Public Selection
OF
Academy Award Winners

OFFICIAL BALLOT

Winners will be determined by the results of the Motion Picture Academy Awards as announced on March 21, 1956.

Select your choice by a check mark (✓) in the box opposite the name you think will win the Academy Award.

Voting closes at midnight, March 20, 1956.
In case of ties—winner will be decided by public draw.

BEST PICTURE

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

BEST SUPPORTING ACTOR

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

BEST ACTOR

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

BEST SUPPORTING ACTRESS

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

BEST ACTRESS

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

BEST DIRECTOR

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

BEST BRITISH or FOREIGN PICTURE

..... ☐
..... ☐
..... ☐
..... ☐
..... ☐

This Ballot is made available to anyone and vote is accepted without requiring admission to any theatre.

Ballots must be deposited in Ballot Boxes located in the lobbies of participating theatres.

No person connected with the motion picture industry is eligible to vote.

..... NAME

..... ADDRESS

..... TELEPHONE

'SCOPE 55

(Continued from Page 1)

CinemaScope 55 in a special demonstration film.

Narrated by Darryl F. Zanuck, studio production head, the reel both introduces CinemaScope 55—through actual scenes from the first picture ever shot in the process, Rodgers and Hammerstein's "Carousel," as well as the second, currently in production, "The King and I" — and emphasizes its significant advantages in both production and exhibition.

The decision to use 55 mm. film followed extensive tests over a period of many months including experimentation with all sizes of mm, 70 mm., 65 mm., and 55 mm., Mr. Zanuck said. The 55 mm., providing four times the area of the frame on 35 mm. film, was finally chosen as the best, he emphasized.

The new process provides complete focus and definition at all times, regardless of the distance it is projected, surpassing anything developed to date for the production of motion pictures. Every scene is needle sharp, free from all distortions at the far edges and top and bottom of the screen.

Although the cameras, developed at a cost of $50,000 each to the studio, shoot a 55 mm. negative, this negative can be reduced to a 35 mm. print with complete fidelity for projection in theatres throughout the world. In other words, theatres will not have to have any new equipment whatsoever to take full advantage of this revolutionary process.

Particularly noticeable will be the freedom from grain and the complete feeling of audience participation in the dramatic scenes. Each number of the amazingly beautiful demonstration footage was chosen to illustrate every phase of the new process, both indoors and outdoors, close-ups, long shots and group shots.

The reel differs from the one shown recently in New York, Los Angeles and Chicago in that highlight footage from "The King and I," second production in CinemaScope 55, will be presented for the first time.

By the time showings of the demonstration reel are completed, more than 200,000 exhibitors, press representatives and other opinion makers will have seen it as the first step in a world-wide program launching the process.

"Any amateur photographer knows that when you enlarge a snapshot or a piece of film, the more you enlarge it the more the grain becomes apparent," Mr. Zanuck points out. "This is simple ABC."

"Our scientists have reversed the process. By shooting it on the large film and reducing it to 35 mm., we have totally eliminated grain. More than this, we have eliminated the bothersome fall-off in focus on the right or left sides of the screen, and we believe we are the ONLY system that has totally eliminated distortion."

Mr. Zanuck also emphasizes that while Twentieth Century-Fox planned to exhibit certain big attractions in specially equipped theatres on full 55 mm projection machines, the main objective in developing the process was to bring the perfection of its photography into every theatre, large or small, throughout the world.

The studio head pays full tribute to Spyros P. Skouras, president of the film company, as the moving force behind the new developments, praising him for never losing sight of the fact that competition can only be defeated by giving audiences something better than they have had before.

BINGO

(Continued from Page 1)

men Club delegation asked police commission for a permit to run bingo on a scale similar to that now being operated in Ottawa, with at least two autos and scores of cash prizes being given away at the games.

In North Vancouver a bingo game is scheduled for Feb. 4, with a jackpot prize of $1000 in cash and 19 other smaller cash prizes being offered by North Vancouver Kinsmen.

In Edmonton a man who won a $12,000 house at a Lions Club bingo appeared in court on a charge of cheating.

At the same time, a delegation of Edmonton churchmen asked the Alberta Government for tighter restrictions on bingo games.

Pasek was arrested Thursday night, the day after 6,400 persons paid $5 admission to the Edmonton Gardens to try for $16,000 in bingo prizes.

The delegation of ministers, representing the Edmonton and District Council of Churches, asked clarification of the Criminal Code regarding lotteries; interpretation of the section allowing occasional bingo games; that a $50 limit on prizes be set, and mandatory filing of auditors' statements by bingo operators.

The church brief, presented to Premier E. C. Manning, who is also attorney-general, was prepared before police started investigation into the house bingo.

"At present we feel many organizations and groups are morally and technically guilty of acts of bad citizenship in respect of gambling or lotteries through . . . big prize bingo," the brief said.

The churchmen asked the Government to interpret the section of the code permitting occasional bingo games for charitable purposes.

Amidst this continuing onslaught of monster bingo, exhibitors in Canada are hopeful that the coming session of Parliament in Ottawa will vote and approve amendments to the Criminal Code, which will direct the responsible authorities, to license bingo games, limiting their operation to games, where the major portion, at least 90 to 95% goes to charity.

$2350 Via Foto-Nite

Halifax: With a big smile, Theresa Muise of Halifax on Wednesday night, January 6th, accepted a cheque for $2,350 — largest Foto-Nite award ever offered by a Halifax theatre.

Arch Jolley Address Woodstock Feb. 20

Toronto: Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, says he has been "snowed under" with work since returning from his hospital holiday but has been able to make new arrangements for speaking engagements which had been deferred since last November.

The first of his luncheon appearances is now scheduled for Feb. 20 when he will address the at Woodstock, in behalf of the film industry. Eight other speaking commitments will follow.

Columbia Dividend

New York: Columbia Pictures Corporation announces that the Board of Directors at a meeting held Tuesday, January 17, 1956, declared a quarterly dividend of $1.06¼ per share on the $4.25 Cumulative Preferred stock of the company, payable on February 15, 1956, to stockholders of record February 1, 1956.

French Canada One Hundred Years Ago
Depicted By The Habitants' Artist
Cornelius Krieghoff

A NATIONAL FILM BOARD Release
Book Now Thru COLUMBIA PICTURES

Chatter... That Could Matter!

By MAX CHIC

No information available as to **Variety's Tent 28** first luncheon meeting this Thursday at the **King Edward Hotel** but sure hope it's a success . . . **Dave Griesdorf** back in town and rumors as to his plans flying thick and heavy . . . **Sam Glasier** now authorized to act as a Notary for **20th-Fox** . . . a Testimonial Dinner set for February 2 in honor of **Jim Powis,** retiring **20th-Fox booker** . . . tickets available from **Harry Wiseman.**

The Temple, Windsor, re-opening on February 28 . . . **Simon Meretsky** ill for the last 7 weeks, has everyone's fervent well wishes for a speedy recovery . . . **Jim Hardiman** ties the knot on February 11 . . . the **WOMPI's** Valentine Dance, Feb. 9 at the **Seaway Motel** will hop and skip to **Curly Posen's** swing and sway musicians . . . **Pete Myers** throwing a reception for **Bill Gehring** at his home next Tuesday nite.

Chet Friedman, on tour for "Guys & Dolls" has also spread the word about the **Audience Voting Project** around, receiving enthusiastic support everywhere . . . **Gordon Lightstone Jr.** recalled to Toronto to help **Vic Beattie's** Toronto **Fox** branch out of a serious personnel shortage . . . **Morris Stein** out to the Maritimes on a routine business trip . . . **Alexander Korda** passes away.

Paramount's hockey team still on a winning streak . . . **E-U's** "Benny Goodman Story" set for day and date at the Loew's and Uptown, Toronto . . . The Pioneers Annual Meet a huge success . . . the new Board will be published next week.

BONUS DRIVE

(Continued from Page 1)

Drive.

The Drive, which opened on January 2 and will run to December 29, is patterned after a similar Drive announced last week in Hollywood by Republic's president, Herbert Yates.

Based on collections, the Bonus Drive has a melon of about $12,000 which will be cut up for prize money amongst all branch managers, Republic sales representatives and bookers, booking Republic product. The Drive broken down into quarters, with bonus monies paid at the end of each uarter, has no carry over from quarter to quarter.

NFB

This month

EYE WITNESS

reports on

Shipbuilding in Canada
(Lauzon)

Production of Caviar
(Temiskaming)

Air Force's New Sub Hunter
(Greenwood)

(Ask for Eye Witness 79)

BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES
EVERY MONTH THROUGH
COLUMBIA PICTURES

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. The Desperate Hours (Para.) VV with Humphrey Bogart.
SHEA'S
2nd wk. Rebel Without A Cause (WB) C'Scope & WarnerColor with James Dean.
UNIVERSITY & EGLINTON
2nd wk. Deep Blue Sea (20th-Fox) C'Scope & Color with Vivien Leigh.
LOEW'S
2nd wk. Man With The Gun (UA) with Robert Mitchum.
UPTOWN
All That Heaven Allows (E-U) Tech. with Jane Wyman.
ODEON
5th wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.
TOWNE CINEMA
5th wk. African Lion (E-U) Tech.

MONTREAL

LOEW'S
2nd wk. Rains of Ranchipur (20th-Fox) C'Scope & Color with Lana Turner.
CAPITOL
2nd wk. Rebel Without A Cause (WB) C'Scope & WarnerColor with James Dean.
PALACE
3rd wk. Tender Trap (MGM) C'Scope & Color with Frank Sinatra.
PRINCESS
Pearl of the South Pacific (RKO) SuperScope & Color with Virginia Mayo.
KENT
2nd wk. African Lion (E-U) Tech.
AVENUE
5th wk. Doctor At Sea (JARO) VV & Tech. with Dirk Bogarde.

WINNIPEG

CAPITOL
Trouble With Harry (Para.) VV & Tech. with Edmund Gwenn.
ODEON
I Am A Camera (All.) with Julie Harris.

This is a composite photograph demonstrating the greater efficiency of 55mm photography. It is acknowledged that 55mm is deeper, richer, clearer and carries more photographic information.

(1) The images are radiantly bright and sharp and there is a greater feeling of audience participation than anything seen so far! (2) The backgrounds are as clearly in focus as the foregrounds! (3) The illusion of depth is greater than anything seen so far! (4) No distortion — every seat becomes a perfect seat!

A scene from 20th-Fox's "The King And I," the second of the company's CinemaScope 55 productions, parts of which will be seen at a demonstration on February 1, at the Imperial theatre, Toronto, for trade and press.

GARRICK
4th wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.
MET
2nd wk. The Desperate Hours (Para.) VV & Tech. with Humphrey Bogart.
GAIETY
2nd wk. Mr. Hulot's Holiday (JARO).

CALGARY

CAPITOL
Good Morning Miss Dove (20th-Fox) C'Scope & Color with Jennifer Jones.
UPTOWN
I Died A Thousand Times (WB) C'Scope & WarnerColor with Jack Palance.
GRAND
Man With The Gun (UA) with Robert Mitchum.
PALACE
The Desperate Hours (Para.) VV with Humphrey Bogart.

TORONTO CTTEE.

(Continued from Page 1)

plan that will stimulate business and have informed Mr. Chaplin of our complete cooperation." The fact that the CBC will televise the Academy Award nominations on February 18 will help the plan considerably.

An outline of a similar plan used in Winnipeg will be published next week with additional information and progress reports from across the country.